

Message Text

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TO AMCONSUL AMSTERDAM

UNCLAS STATE 232560

E.O. 11652: N/A

TAGS: APER, NL

SUBJECT: END-USER REPORT ON TIMOTHY C. BROWN

FOR TIMOTHY C. BROWN

1. TEXT OF REPORT FOLLOWS: QUOTE NAME OF OFFICER RATED
TIMOTHY C. BROWN, CLASS FSO-4, FUNCTIONAL TITLE COMMERCIAL
OFFICER, POST AMSTERDAM NETHERLANDS, PERIOD COVERED
JULY 1975 TO APRIL 15, 1976, PART A END-USER COMMENTS ON
FIELD REPORTING. TIMOTHY BROWN HAS WORKED CLOSELY WITH
THE IN-STORE PROMOTION STAFF IN THE OFFICE OF INTERNA-
TIONAL MARKETING, AS THE OFFICER RESPONSIBLE FOR TWO
CONSUMER GOODS PROJECTS WHICH REQUIRED AN UNUSUAL AMOUNT
OF FOLLOW-UP CONTACT BY THE POST. HIS EXCELLENT UNDER-
STANDING OF THE OPPORTUNITIES AND DIFFICULTIES INVOLVED
ENABLED POSITIVE OUTCOMES TO BE REACHED IN BOTH CASES.
MR. BROWN'S TACT, COMBINED WITH FIRMNESS AND DETERMINATION,
ALLOWED NEGOTIATIONS TO BE CONCLUDED FOR THE SIGNING OF
THE FIRST MAIL-ORDER CATALOG PROMOTION OF U.S. CONSUMER
PRODUCTS AND THE FULFILLMENT OF REPORTING REQUIREMENTS
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AND OTHER CONTRACT OBLIGATIONS. HIS MESSAGES, A-30 OF

DECEMBER 15, 1975 AND A-7 OF MAY 13, 1976, DEMONSTRATE HIS PERCEPTION AND GOOD JUDGMENT. THE SCHEDULING OF AN IN-STORE PROMOTION IN THE NETHERLANDS FOR FISCAL YEAR 1977 HAS BEEN GREATLY FACILITATED BY THIS OFFICER'S TIMELY AND APPROPRIATELY ANALYTIC REPORTING. HIS KEEN INTEREST IN THE OVERALL PROGRAM OBJECTIVES HAS RESULTED IN AN IMAGINATIVE PROPOSAL FOR NEW MARKETING INITIATIVES WHICH SHOULD ENHANCE THE EUROPEAN MARKET PENETRATION OF U.S. CONSUMER GOODS.UNQUOTE

2. SIGNATURE OF PREPARING OFFICER PETER B. FIELD, GS-13 COUNTRY MARKETING MANAGER DEPARTMENT OF COMMERCE, DATE SEPTEMBER 9, 1976. OTHER APPROVALS AS NECESSARY CHARLES BARRETT, GS-15.

3. IN RETURN TELEGRAM PROVIDE ACKNOWLEDGMENT BY SUPERVISOR AND RATED OFFICER'S COMMENTS IF ANY.

4. SEND TELEGRAM ACTION BOTH SECSTATE AND USDOC. SLUG-LINES SHOULD READ QUOTE STATE FOR PER/PE UNQUOTE AND QUOTE COMMERCE FOR CRD/OMP/BIC. UNQUOTE ROBINSON

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